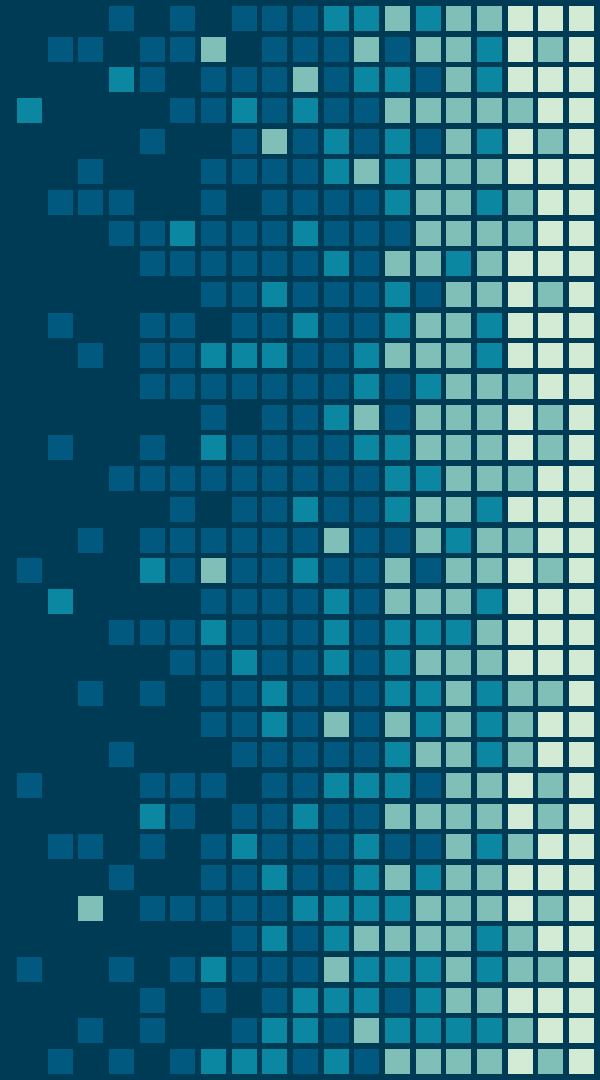


Thornton City Council Ad Hoc Committee on Equity - Communications



Communications Division Staff

7 staff members

Gina Lantz – 26 years, Graphic Design, Photography

Erika Barnard-Hollinshed – 20 years, Graphic Design, Social Media

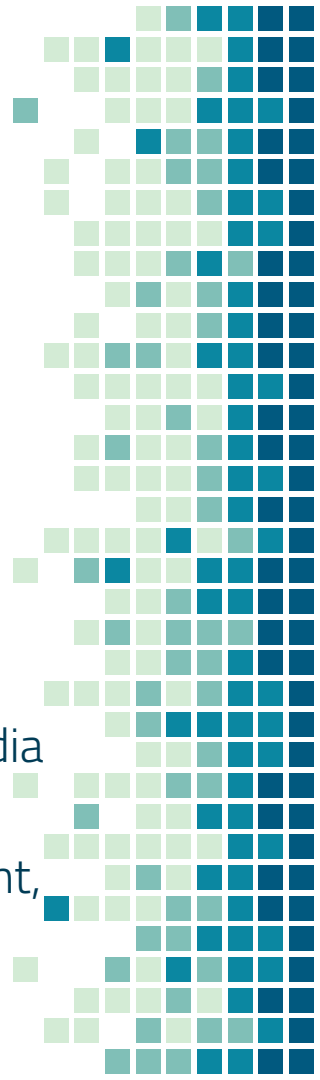
Eric Nelson – 23 years, 9 years in Communications, Video Production, Animation (20 years)

Adam Badertscher – 14 years, Video Production (16 years experience)

Adriana Maldonado – 6 years, Web Architect , (20 years experience)

Lisa Wilson – 14 years, Graphic Design, Video Production (30 years), Media Relations

Todd Barnes – 20 years, Video Production, Media Relations, Management, (30 years experience)



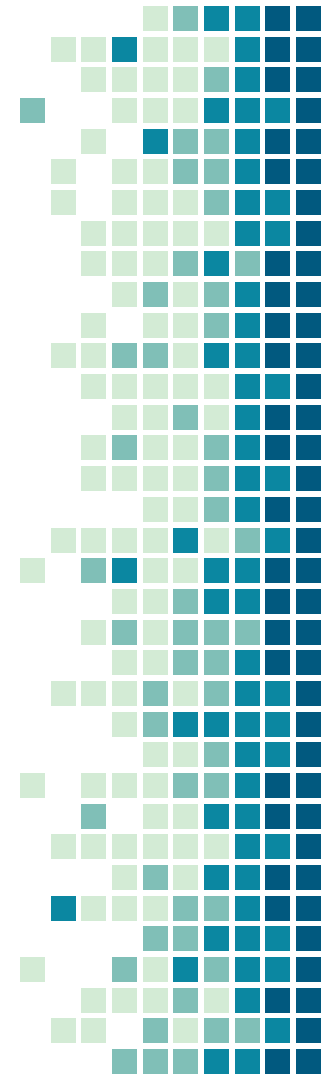
Overview Communications Division

Communications is structured to operate under three service areas:

- design/marketing/promotions agency for city departments, Boards, partner agencies, Council and its initiatives

- news operation to quickly get important information out to stakeholders

- a crisis/media management team



Overview Communications Division

Communications Channels

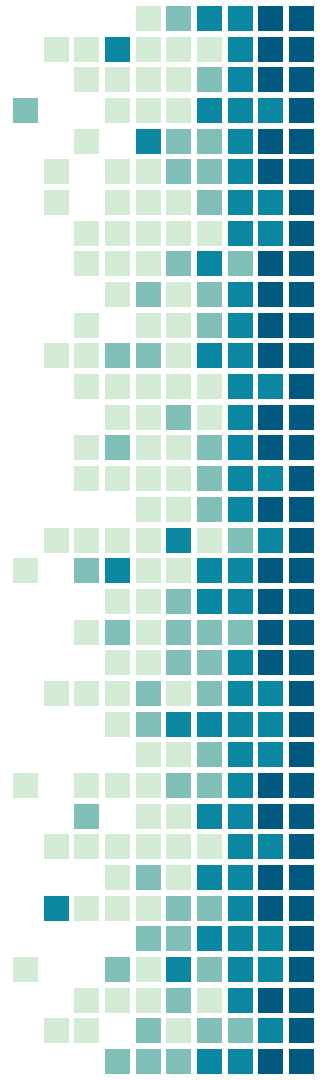
Digital – Websites, Social Media, Email newsletters (T-Mail and T-Alerts), Video online, Video Billboards in city facilities, Media Releases

Video – Xfinity Cable channels 8 and 881 HD, ROKU and Apple TV, Web Streaming via City Server and YouTube.

Print – City Voice, flyers, postcards, direct mail letters, posters, bus shelters

Total *MAIN social media followers/accounts = 58,752 (6/30/20)

*Communications managed social media accounts. Several other divisions have their own accounts in addition to these and their followers are not included here.





Communications other Thornton Divisions

Economic Development has its own email databases, social media accounts and website.

Parks, Recreation and Community Programs – they have 7 Facebook pages, 1 Twitter and 2 Instagram accounts.

PD has Twitter and FB as does Fire
Water Resources has its own Facebook, Instagram and Twitter accounts.

Thornton Websites

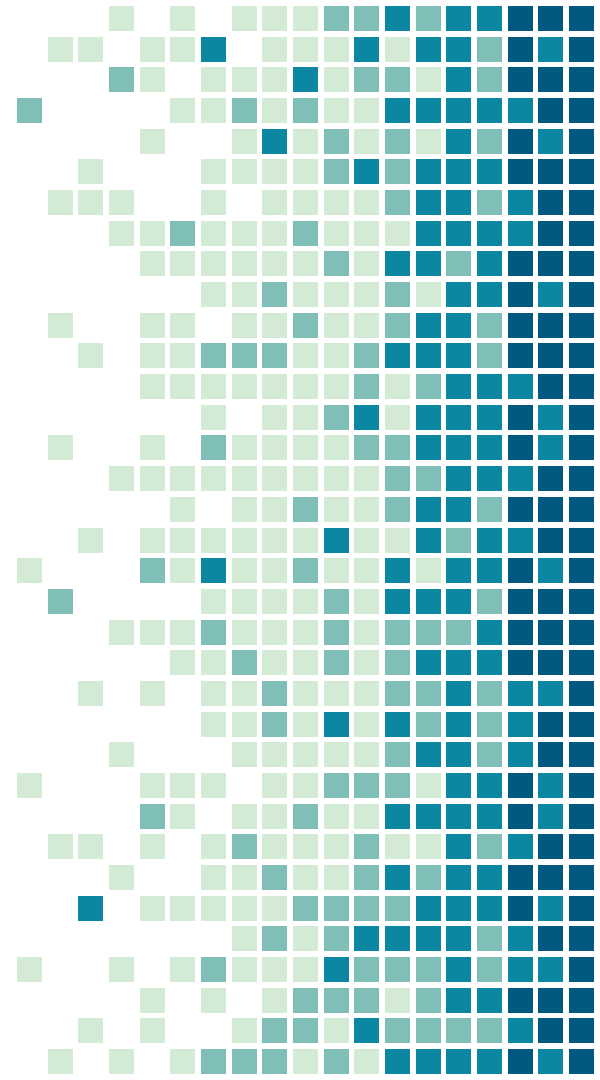
Thornton main website redesigned in 2019 – voted as Members' Choice Award winner by National Association of Government Web Professionals

Thornton as a whole operates 26 individual websites.

Departments/Divisions with individual websites:

- Economic Development
- Water Resources
- Human Resources
- Infrastructure (Click-n-Haul)
- City Development
- PD (recruitment)
- Parks Recreation and Community Programs

Thornton also has several e-commerce sites for payments.



T-Alerts email

This is an opt-in email newsletter service. People have to create an account and choose which newsletters to receive. Currently there are 17,156 subscribers. We offer the following categories:

Active Adult Center (AAC)

Arts and Culture

Boards & Commissions Vacancies

Business

Candidate Guidelines

City Council Meeting Documents

Community Events

Employment

Public Safety

Recreation

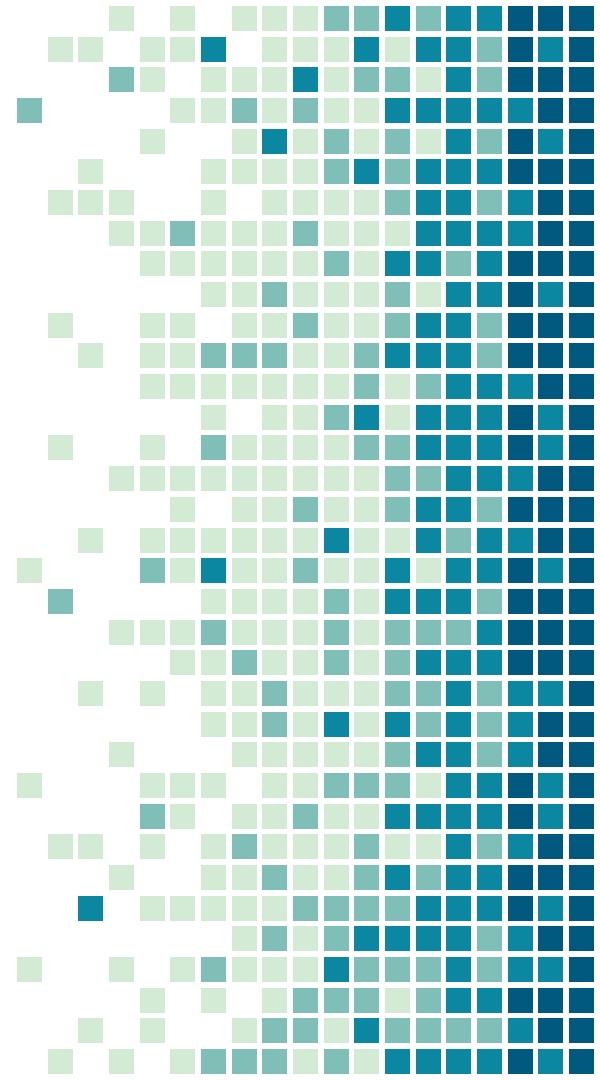
Thornton Cable Channel 8

T-mail News Briefs

Traffic

Trash & Recycling

Water



MyThornton

This software solution has many applications. It allows residents to send in requests for information or to alert staff to hazards and maintenance issues. It also provides a great deal of fingertip accessible information sources for a wide range of topics in Thornton. Although there are desktop computer features, the primary target for this application is mobile users.

[Report an Issue](#)[City News](#)[Pay Utility Bill](#)[FAQs](#)[City Buildings](#)[City Calendar](#)[Parks and Rec](#)[Restaurants](#)[Shopping](#)[City Contact Info](#)[Shopping](#)[Cone Zone](#)[Request Building Inspection](#)[Thornton TV](#)[Email Alerts Signup](#)[City Code](#)[Facebook](#)[Twitter](#)

MyThornton

405 FAQ's

2 out of 3 issues submitted are resolved in 2 days or less. 9 out of 10 in 7 days or less.

97% of users rate the speed of resolution to their issue as good or superior.



City Contact Info

Shopping

Cone Zone

Request Building
Inspection

Thornton TV

Email Alerts Signup

City Code

 Facebook

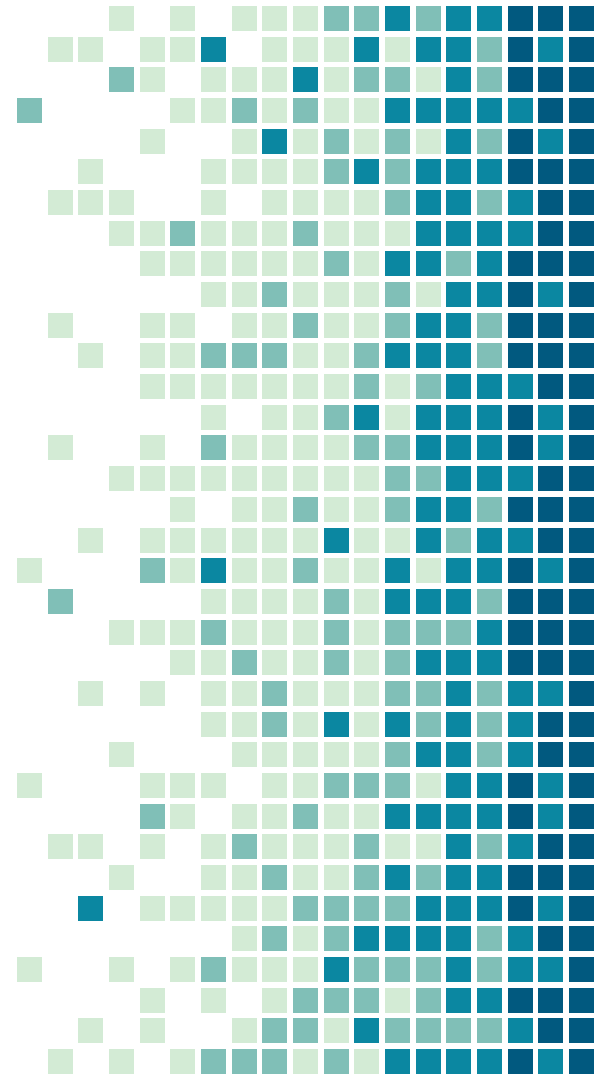
 Twitter

Newspapers

Important to remember that Thornton does not have a daily newspaper serving us specifically.

Communities such as Boulder, Longmont, Loveland, Fort Collins do have papers. The dailies make it easier to get information out, but also present challenges for local governments.

City Voice currently comes out 6 times per year and covers a two-month period. Production schedule makes having fresh news a challenge due to print time and mail processing times. We start producing each edition approximately 5 weeks prior to mailing.

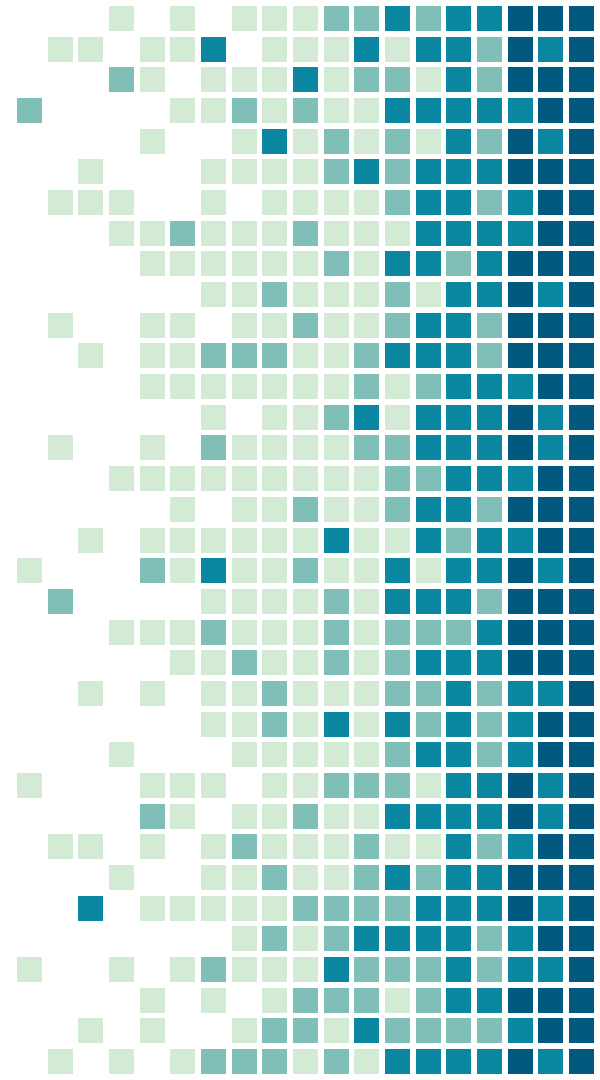


What are other cities doing?

Similar size cities as Thornton use virtually the same sets of communications tools and channels to provide information and engage with their residents and businesses.

Some differences are the use of electronic signage at key locations throughout their city. Thornton does not do this. These can be controlled remotely.

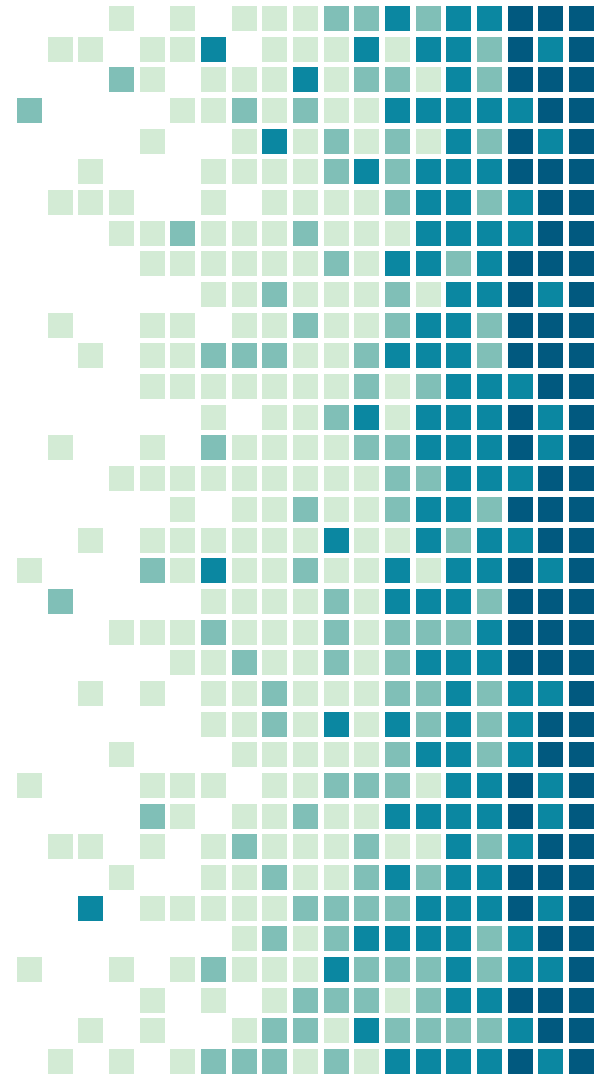
It's also important to note that many cities are retiring print publications in favor of digital newsletters.



Internet Access

As confirmed by CenturyLink and Comcast, every home in Thornton has the ability to access the internet. People still must arrange for and pay for service. Both CenturyLink and Comcast have special discount programs for income qualified people. Discount services and equipment are also available via programs offered through the school districts.

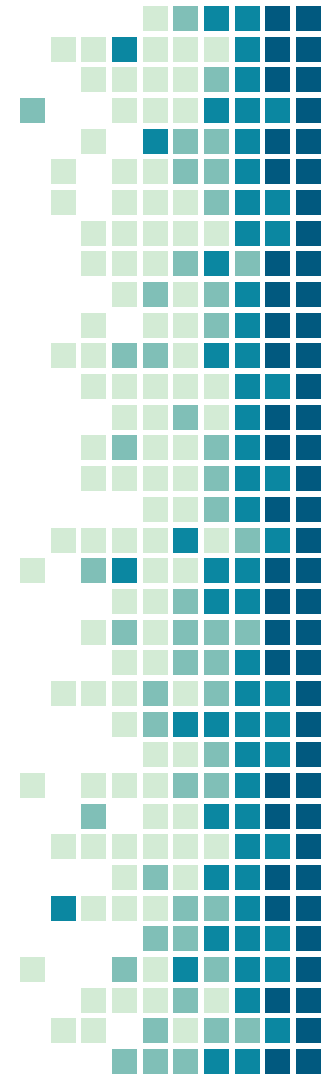
Some apartment complexes in Thornton have exclusive use agreements with either CenturyLink or Comcast which means people living there must use the company the complex signed a contract for services with.



Cell Technology

Cell Coverage in Thornton – proprietary information. Not regulated by cities. Very few complaints.

Small Cell deployment in Thornton – new 5G technology requires more antenna installations at a much closer proximity to other antennas. FCC regulations prevent some local control for placement.

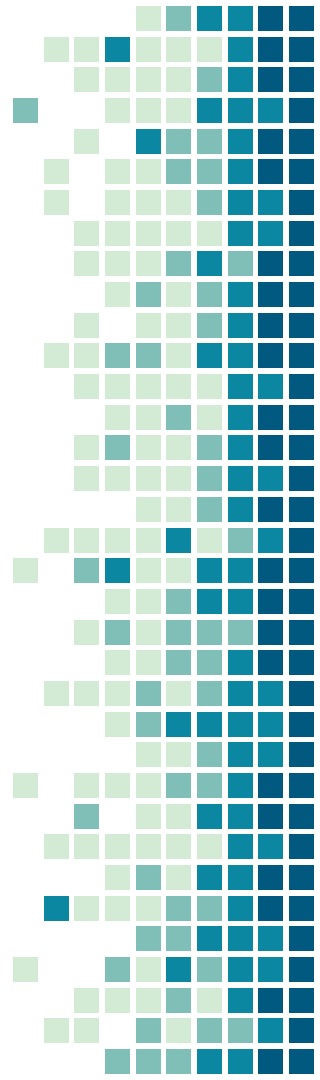


Spanish Language Communication

Spanish is being provided in a wide variety of communications efforts for Thornton.

Spanish translation is currently provided during council updates, formal meetings, planning sessions, and the Ad Hoc Committee meetings.

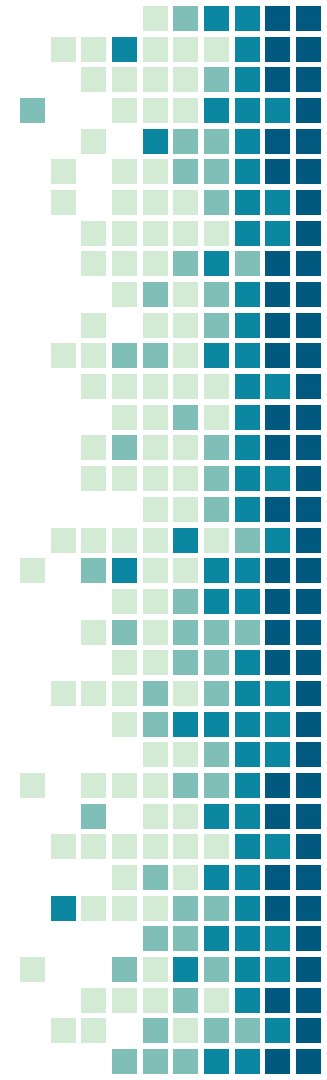
Bilingual staff is available at the front desks of all recreation centers, CMO office, Utility Billing, City Development permit counter, Police Department reception, Dispatch, Courts, and Community Connections staff.



Spanish Language Communication

Spanish is included in all public messaging for water conservation, environmental services events/advertising, traffic iWatch meetings, capital improvement project notifications.

For Passport services, City Clerk offers a separate Spanish portal so those whose preferred language is Spanish can read and speak in Spanish.

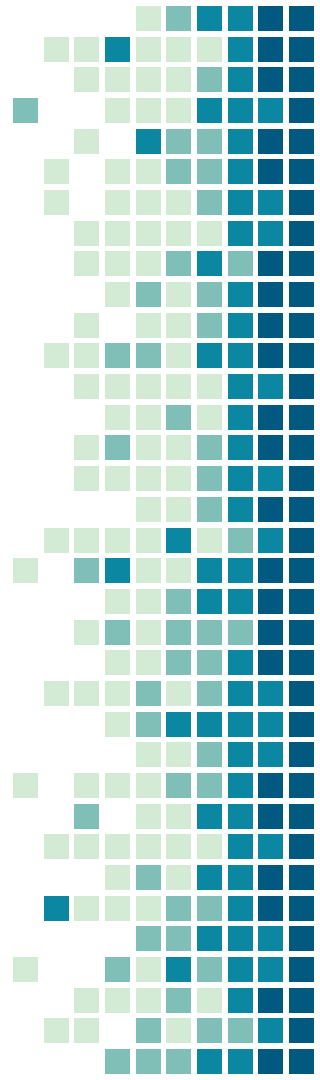


Spanish Language Communication

All Police forms are available in Spanish

Victims Rights information is posted in Spanish

From first contact at the 911/Dispatch level through all investigations, PD provides access to any necessary language. PD has staff on duty that can translate for Spanish. If some other language or sign language is needed, the PD will provide access through a paid service for interpreters.



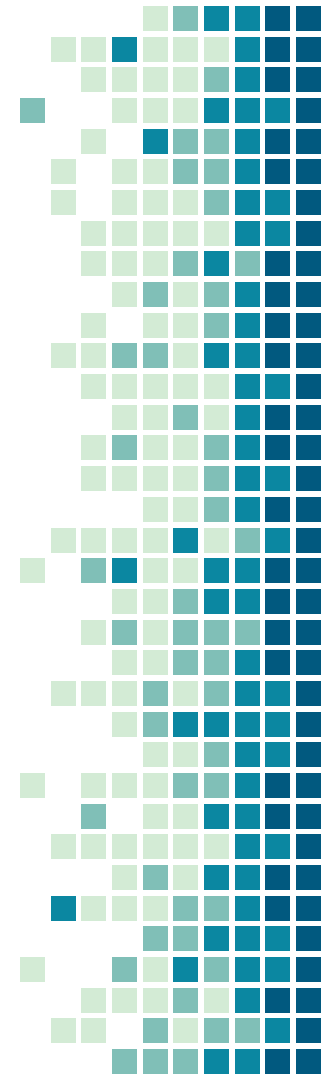
Spanish Language Communication

New recreation magazine is printed in both Spanish and English.

Human Resources advertises job openings in Spanish.

Thornton has staff members who translate text for publications - employees who qualify as translators receive a stipend in their salary.

Thornton has a contracted vendor that we send documents to on occasion when needed.



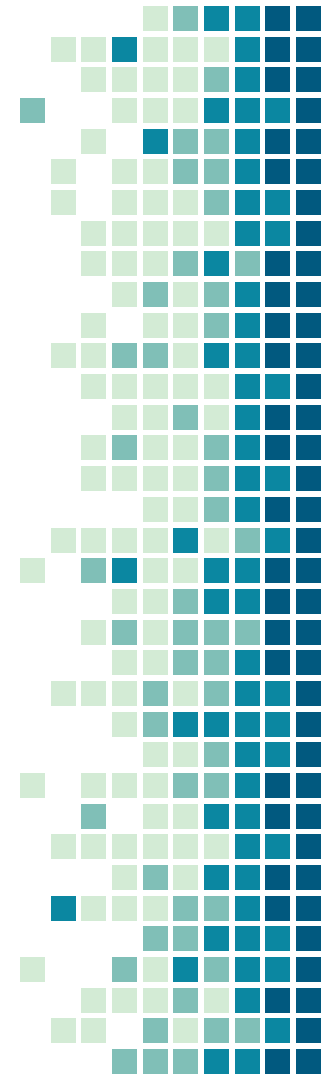
Spanish Language Communication

Thornton's website has Google Translate installed and all associated pages can be translated into 103 different languages.

The Thornton Shopping Center webpage and its documents are translated into Spanish.

Economic Development started Alianza for the Spanish speaking business community.

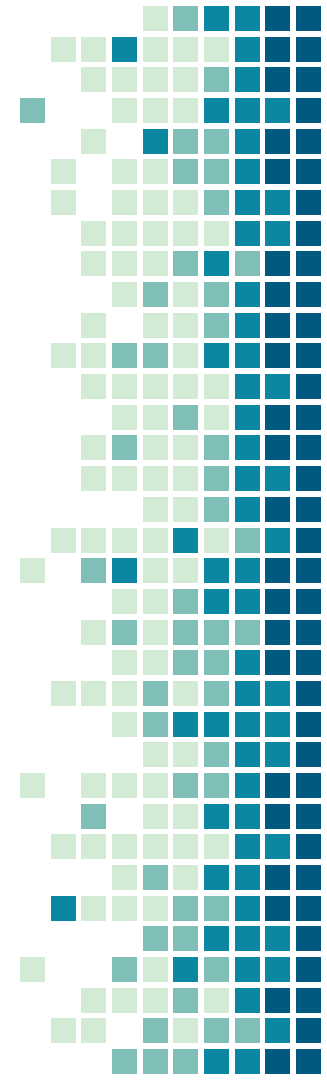
**Russian is the third most spoken language in Thornton.



Hearing and Visual Assistance

Thornton's website is designed with features to make it user-friendly for people with visual challenges.

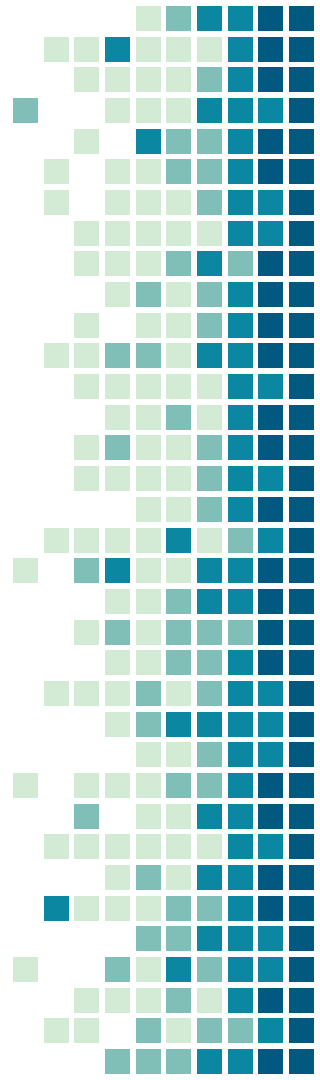
For the hearing impaired, Thornton offers live closed-captioning for all council meetings and actually began offering closed-captioning on all video programming years before other communities.



Hearing and Visual Assistance

Recreation Centers, Human Resources, and Utility Billing do not have sign language interpreters on staff, but will bring one in when a request is made.

City Development includes a notice in all of the meeting notifications to the public how someone can request to have a sign language interpreter present at any of their meetings.



Questions?

